

Quote

the weekly digest

Volume 37—Number 3

Week of January 18, 1959



19 th year of publication

QUESTING WITH

Quote

A post little understood or appreciated by laymen is that of headwriter on a metropolitan daily. A headwriter is the man who contrives those bold, black headlines, giving you the essence of a column story in a few precise, selected words. But people generally don't realize how precisely selected those words must be.

A headwriter must say his say within the unyielding limitations of a specified number of characters per line. This varies somewhat with the makeup of the paper. On the *N Y Times* a No 1 head runs approx 16 characters to the line—counting space between each word as a character. Thus:

STATE GOP SIFTS TAX RISE ON GAS AND CIGARETTES

When extremely long names keep bobbing up in the news—as they have a way of doing—the headwriter's problem is considerably complicated. The clan had so much trouble working "Eisenhower" into headlines that, a yr or so ago, the Intertype Co, the outfit that makes type-setting machines, determined to lend a helping hand. They made a compact logotype of the name, reducing the normal spacing between each letter so that the width of an entire character was gained. Thus the headwriter, in a tight squeeze, was permitted to say, "Eisenhow-

er urges" instead of "says." (Look closely next time you see the President's name in a headline. You may be able to detect the condensation.)

Shortly after the Eisenhower experiment, Intertype announced a 2nd and much-needed condensation, "Hammarskjold." Last wk, as a consequence of the Nov election, 3rd name, "Rockefeller" was trimmed to space-saving proportions.

"

On the subject of space conservation, there's an interesting little item concerning Aloysius Wierciszewski, who plays basketball for St. Michael's College at Winooski, Vt.

In a noble gesture of renunciation, to aid overworked sports writers, broadcasters and linotype operators, the 6 ft 4 inch Sophomore has—for the basketball season—abbreviated his name to Al Wier.

"

If N Y papers carried this story, we missed it; had to get it as a pick-up translation from *Weltbild*, Munich:

It seems that when Israel's gen'l chief of staff, Meim Amit, was in N Y not so long ago, he followed the continental custom of placing his shoes (his *only* shoes) outside his hotel door to be shined. Instead, a hotel servant threw them away!

may we QUOTE you on that?



[1] Pres DWIGHT D EISENHOWER, in his *State of the Union message*: "The basic question facing us today is more than mere survival—the military defense of nat'l life and territory. It is the preservation of a way of life. We must meet the world challenge and at the same time permit no stagnation in America. Unless we progress, we regress."

. . . [2] Soviet Deputy Premier ANASTAS MIKOYAN, on Soviet boast that Russia will overtake America: "A long time ago, Lenin told us to learn from the businesslike attitude of Americans, and their ability to organize industry. We are attempting to do just that." . . . [3] Sen HOMER E CAPEHART (R-Ind): "When I ret'd from visiting Moscow, I said that the Russians had become the greatest propagandizers the world has ever seen. Mikoyan's trip has proved my point completely." . . .

[4] Pope JOHN XXIII, in a *message to mothers of Rome*: "Don't be afraid of having children. There is always the grace of the Lord, and this world has not been created to be a cemetery." . . . [5] Col JOHN PAUL STAFF, director, Air Force aeromedical lab'y, suggesting that "a passive, lonely woman may be the 1st space pioneer" because "men start worrying about their families and become too aggressive": "We know how to put a person in orbit, but we don't yet know how to get him back. I would insist, if I were the 1st space traveler, upon a round-trip ticket." . . .

[6] ADLAI STEVENSON, hitting at

what he considers a generally lax American attitude toward the growth of Soviet power: "We're losing ground everywhere.

In our fat, dumb, happy complacency we assume we can't lose. We assume that right won't fail." . . .

[7] VICTOR GRUEN, N Y architect, addressing *Nat'l Retail Merchants Ass'n*, with a proposal that downtown malls be created from which auto traffic would be barred: "Many downtown shopping districts have become battlefields, with motorists and pedestrians fighting each other. A battlefield is not a good place to do business." . . .

[8] SEYMOUR STILLMAN, of Community Housing and Planning Associates, on the Gruen proposal: "The mall-bearers offer an aspirin to cure a brain tumor. What is needed is not a plan, but a basket of plans." . . . [9] BILLY GRAHAM, evangelist: "The 10 Commandments are impossible to keep and God didn't mean for us to keep them.

. . . All of us have broken all the Commandments. Now, you might say, 'I've never committed murder,' for instance. But if there is hatred in your heart for your brother without cause, you have already committed murder."

Quote

moving finger



The Census Bureau has just released its figures on school enrollment for the 1958-59 yr. The total is now well over 42 million, an all-time high. The Oct enrollment was 1.7 million higher than a yr ago.

An analysis of the Bureau records leads to an interesting observation. This yr the elementary grades passed the 30 million mark for the 1st time. High school enrollment was 9,482,000. The number of persons attending college, graduate and professional schools was estimated at 3,242,000.

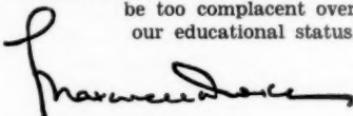
Altho superficially these figures are heartening, they reveal on closer study that we are a long way from achieving an adequate educational pattern for our young people. Supplementary statistics compiled by the Census Bureau, and by other sources, indicate that about 20% of our pupils still fail to complete high school.

Because the young people of our acquaintance, almost without exception, are in college or confidently planning college careers,

we tend to assume that "everybody" nowadays is advantaged by higher education. Obviously this is an erroneous conception. Of the 4 million children who entered school for the 1st time last Fall, the probabilities are that less than a million will graduate from college.

We should not assume, however, that the remaining three-fourths will be arbitrarily denied the benefits of higher education. For the most part, these young people will eliminate themselves. Certainly there still are hardship cases. Some will find the economic going too tough despite scholarships and liberal loan provisions. But the majority will drop out, either before or after completing high school, primarily because they lack the ability to absorb more education; because they are married and family obligations weigh heavily upon them, or because immediate economic lures are more impelling than the prospect of a degree.

As long as the functional illiterates in our population outnumber our college graduates we shouldn't be too complacent over our educational status.



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QUOTE is issued weekly by Droke House, Indianapolis 6, Indiana. Subscription: \$7.50 per year in advance, in U.S. and Possessions. Two years \$12.50. Your own and a gift subscription, \$12.50. Canadian, \$8.00; two years, \$13.50. Other Foreign, \$9 per year. Second-class postage paid at Indianapolis, Indiana. Persons making use of material from QUOTE should give credit to the original sources as they appear. All unidentified items may be credited to QUOTE.

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Quote the weekly digest

"He who never quotes, is never quoted"

Charles Haddon Spurgeon



ADVENTURE—1

Adventure is not outside a man; it is within.—*Origin Unknown*.

AGE—2

Live beyond your income and you'll age before your time. According to studies made by 3 universities, people who have learned to live within their means live longer, retain mental and physical alertness for a longer time than those who habitually spend more than they earn.—*R & R Mag*, hm, Ins Research & Review Service.

AMBITION—3

When Thorwaldsen, the Danish sculptor, had completed one of his great masterpieces, a friend, looking at its perfection, said: "Now you must be satisfied with this great production." Thorwaldsen repl'd: "Alas! I am." When the friend inquired why he said "Alas," the great artist repl'd: "Because I must be going down hill when I find my work equal to my aspirations."—Late Rev WALTER L LINGLE, "Meditations for the New Yr," *Christian Observer*, 12-31-'58.

BEHAVIOR—4

The great football star and coach, "Bo" Macmillan, told some yrs ago of being nearly drowned as a boy when swept over a dam. Caught in a whirlpool below, he vainly tried to fight his way back to the surface. Each time he was pulled un-

der again. Finally there flashed into his mind the thought, "Maybe if I let myself go with the current, it will bring me out someplace." Exactly this happened. Ceasing his struggles to go back, he found himself in a few min's coming to the surface in a quiet pool downstream. He then made his way easily to shore.

It would be simpler to get somewhere in the Middle East situation if we accepted certain facts and went along with some powerful downstream currents into the future.—Dr EDWIN T DAHLBERG, pres, Nat'l Council of Churches, "Hope vs Hate in the Middle East," *Presbyterian Life*, 1-1-'59.

BELIEF—5

We shall have achieved a hollow victory if we successfully defend our right to believe as we choose—and then have nothing to believe.—Dr GILBERT C TOLHERST, research psychologist, U S Naval School of Aviation Medicine, in a speech on Science Education.

BIBLE—6

Prof John Bailey, addressing a minister's meeting, once said: "This Book, the Bible, did not have its origin in the world in which we live."—E JAS CAIN, *Moody Monthly*.

Quote

washington

By Les & Liz
Carpenter



Admission of Alaska as 49th state is causing problems of decor around gov't bids. The Lincoln Memorial has room for no more than the names of 48 states on its highest exterior wall — there's no known way to squeeze Alaska in. Planners of the Washington Monument were more far-sighted. There's room for 2 more state flags around the shaft.

In the U S House chamber, space was left for 4 add'l state seals in the ceiling. In the U S Capitol Prayer Room, the stained glass window carrying the names of 48 states, has room for one more. In the ceiling of the main reading room of the Library of Congress it is impossible to work in the seals of more than 48 states.

The Office of the Public Printer expressed no concern. There are still large quantities of gov't documents containing a flag with 48 stars. To discard this stationery would be costly. So the supplies will be used on the theory that no one takes time to count stars.
" "

The Post Office Dep't, with the holiday rush out of the way, is trying to arrive at a decision on the acceptable abbreviation for Alaska. Perhaps the most obvious, "Ala," has of course been usurped by the state of Alabama. Some Alaskans are promoting the use of the three "a's" in Alaska, thus: Aaa.

Quote

CAUTION—7

It is better to proceed safely at 30 than to stop suddenly at 60. And that goes for yrs of age or mi's an hr.—*Highways of Happiness*.

CHANGE—8

What do we want to last? Was it not Geo Bernard Shaw who said that if man were allowed to live 300 yrs, the dread of death would disappear because we would be longing for a change? There is no physical environment, is there, of which we would not tire in time?
—Dr RALPH W SOCKMAN, "Lasting Things to Live With," *Christian Herald*, 1-'59.

CHARACTER—9

Character is not so much taught as caught. — Rev W MCFERRIN STOWE, *Together*.

COMMUNISM—10

We face a continuing threat in the unswerving determination of the communists to reform the world in their own image. . . In the atomic age we must make our intentions unmistakably clear; our strength is a shield, not a spear; our dedication is to peace, not war. Miscalculation by the Communists on this score might lead to disaster beyond repair for both the free and the Communist world.—FRANCIS O WILCOX, quoted in *Current History*.

CULTURE—11

The well read person is called cultured not because he possesses a fund of charming but useless expressions, but rather because he has acquired a lifetime tenancy in a constantly growing share of the accumulated experience of the race.
—JOHN H FISCHER, "English is Basic," *Baltimore Bulletin of Education*, 11-'58.

book briefs . . .



It is within the bounds of possibility that you may, one of these days, receive a letter addressed merely with a series of cryptic symbols, such as the following:

57-6652E
78-5538N

The above is the full worldwide address of a precise bldg in Yonkers, N.Y. These 2 series of numbers determine the location to within a distance of 50 ft. No name of city, state or country is required. For no other address in the whole world can precisely duplicate this one.

This is an example of the self-finding address system developed by Ambrose Ryder, a retired vice pres of the Great American Indemnity Co, as detailed in his book, *Where is Where*.

While the Ryder system has a worldwide application, it may be adopted by a single community. (The author has just issued the 1st map based on his system, embracing the villages of Mahopac, Mahopac Falls, Lake Secor, Carmel, Lake Carmel and surrounding areas of Putnam County, N.Y.)

The system is based on *latitude* and *longitude* measurements, divided into "centamins" (1/100 of a minute) bringing the basic measurements down to less than the width of a narrow city lot.

Any point in the world may, with this system, be designated by a se-

Books are teachers. . . Good books go right on instructing in odd moments when the teachers—and parents—are not on duty. — VIOLET TRATO PEARSON,
Moody Monthly.

ries of digits showing the location eastward in relation to the Internat'l Date Line; northward in relation to the S Pole.

Obviously the adoption of this method would completely revolutionize the postal system, since mail could be sorted electronically. It would speed up all types of deliveries and prove a boon to firemen and policemen. Not to mention the fact that it would enable you to locate promptly and precisely the secluded home of that friend who has lately moved to the suburbs.

Probably nothing much will come of this revolutionary idea. It is too simple and logical to win prompt adoption in a complicated world. But at any rate you can stimulate your imagination by sending for a copy of the formula, as set forth in the book, *Where is Where*. Price, \$1.00. Address the founder, Ambrose Ryder, Box 384, Carmel, N.Y.

Quote

DIPLOMACY—12

Diplomacy is to do and say the nastiest things in the nicest way.—ISAAC GOLDBERG.

DISCIPLINE—13

If we won't discipline ourselves the world will do it for us.—WM FEATHER, industrial editor.

EDUCATION—14

Despite the shortcomings we see occasionally and the fact that in some localities conditions may be sub-average, we have the best equipped school system in the world. Despite the furore wrought by Sputnik and the cries that science is being undervalued, we have higher standards, better trained faculties and a higher rate of attendance than in any other country and at any other time, anywhere. We have over a million teachers, and to say they represent a "mess" is to underrate shamefully a dedication which deserves a far greater appreciation than usually comes their way.—*Better Living*, hm, E I Dupont De Nemours & Co.

" "

History demonstrates that dedication to education is man's highest good, for it overcomes the barriers between individuals and nations and points the way to a lasting peace.—FREDERICK MAYER, prof of philosophy and humanities, Univ of Redlands, "Education as a Creative Endeavor," *Phi Delta Kappan*.

" "

Good education will always be under fire. It is a poor sermon that gives no offence.—EUGENE P BERTIN, *Pennsylvania School Jnl.*

Quote

EXPERIENCE—15

The school of experience would be more pleasant if there were a vacation once in a while.—*Empire*.

GENIUS—16

For each pupil with a spark of genius, there are ten with ignition trouble. — *Mississippi Educational Advance*.

Quote scrap book

In his comprehensive work, *Modern Painters*, JOHN RUSKIN, born 140 yrs ago (Feb 8, 1819) pays many tributes to ideas and ideals. Here is a typical observation:

The greatest thing a human soul ever does in this world is to see something, and tell what it saw in a plain way. Hundreds of people can talk for one who can think, but thousands can think for one who can see. To see clearly is poetry, prophecy, and religion, all in one.

" "

GIFTS—Giving—17

We may give without loving, but we cannot love without giving.—E N LEJEUNE, quoted by MARY HOGAN, *Grace Pulpit*, Grace Methodist Church, Atlanta.

GOD—and Man—18

A little 4-yr-old in kindergarten at church heard the reading of the text: "My yoke is easy . . ."

Turning to the children the teacher asked, "Who can tell me what a yoke is?"

The little lassie repl'd, "Something they put on the necks of

animals like we have on our models in the barnyard."

"What is the meaning of God's yoke?" inq'd the teacher.

All were quiet, and then the hand of the little 4-yr-old girl went up, and she said, "That is when God puts His arms around our neck!"

Could anyone say it better?—Rev A P BAILEY, *Indianapolis Star*.

" "

In the yrs when the Koreans writhed under the hell of Japanese occupation a Methodist pastor said to a missionary, "There must be something wrong with our church. There are 37 Presbyterians in jail and only one Methodist. I feel the Lord does not count us worthy of suffering persecution." — FRANK S MEAD, *Tarbell's Teachers' Guide* (Revell).

GOVERNMENT—Cost—19

The gov't deplores the fact that the outgo of 28% of American families exceeds their income. Look who's talking!—*Grit*.

" "

One out of 6 Americans, 15,830,000 of them, get some kind of a check from the gov't.—*Dairymen's League News*.

HEALTH—20

The condition a man is in can best be judged from what he takes two of at a time—stairs or pills.—*Kosmon Pioneer Bulletin*.

HOPE—21

Every doctor is familiar with the strength-giving function of hope. So much so that Cornell Univ's Medical School recently conducted an investigation into the effects of hope on the body. After completing

the research, Dr Harold G Wolff wrote an article for the *Sat Review* in which he reported as a medical fact that when a man has hope he is "capable of enduring incredible burdens and taking cruel punishment." — NORMAN VINCENT PEALE, "Light Your New Yr with Hope," *Guideposts*, 1-'59.

HUMAN RELATIONS—22

Dr Jos Hrodmadka, of the Univ of Prague, has said, "We cannot understand the world in general unless we understand the world in which we live. It is I. It is you. It is my wife, my son, my daughter. This is the world I have to understand." Indeed, it is *individuals* we must understand and change—for individuals, not crowds, change the complexion of our world for good or ill.—Dr KENNETH A CARLSON, *1st Methodist Sentinel*, 1st Methodist Church, Santa Monica, Calif.

HUMOR—23

Humor is an antibiotic against hate. — FELIX WELTSCH, quoted in *Royle Forum*, hm, John Royle & Sons.

" "

Strange, when you come to think of it, that of all the countless folk who have lived before our time on this planet, not one is known in history or in legend as having died of laughter.—MAX BEERBOHM, English author.

IDEAS—24

The best way to put an idea across is to wrap it up in a person.—Rev GEO H HUBER, *Together*.

Quote



Lincoln Lines

I go for sharing the privileges of gov't with all who assist in bearing its burdens.

" "

Let us have faith that right makes might, and in that faith let us to the end dare to do our duty as we understand it.

" "

I desire to so conduct the affairs of this administration that, when I come to lay down the reins of power, if I have lost every other friend on earth, I shall at least have one friend left—the one down inside me.

" "

I can see how it might be possible for a man to look down upon the earth and be an atheist. But I cannot conceive how a man could look up into heaven and say there is no God.

" "

I like to see a man proud of the place in which he lives; and so live that the place will be proud of him.

" "

As I would not be a slave, I would not be a master. This expresses my idea of democracy. Whatever differs from this, to the extent of the difference, is no democracy.

" "

If I were to try to read, much less answer, all the attacks made on me, this shop might as well be closed to any other business.

Quote

IDEAS—25

Everybody has the mental equipment to generate ideas and can speed up the process. To do that, you must consciously push. "Like a machine, the creative part of the mind suffers from inertia," says Willard Pleuthner, v-pres of Batten, Barton, Durstine & Osborn, big N Y ad agency. "The 1st step for any individual or group in need of ideas," he says, "is to define precisely the kind of ideas wanted. Then set a definite quota and time limit—so many ideas in so much time. Without this deadline, the mind just doesn't function at top efficiency."—MAX GUNTHER, "Boosting Your Output of Good Ideas," *Popular Science*, 1-'59.

INFLATION—26

Figuring that the dollar of 1939 was worth 100¢, it had dropped in purchasing power to 51.9¢ in '53. From '53 to April of last yr, the dollar shrank about 3.8¢ in purchasing power, or down to 48.1¢.—*Senate Finance Comm report*.

LANGUAGE—27

It is not possible to understand what is in the minds of other people without understanding their language, and without understanding their language it is impossible to be sure that they understand what is in our minds. Each language, including our own, is a delicate precision tool of immense potential value.—JOHN FOSTER DULLES, *School Life*.

LIBERTY—28

Sometimes it is easier for people to get liberty than to know what to do with it. — *Nuggets*, hm, Barnes-Ross Co.

Week of Feb 8-14

....pathways to the past.....



Nat'l Crime Prevention Wk
Negro History Wk
Nat'l Children's Dental Health Wk
Advertising Wk
Nat'l Electrical Wk

Feb 8 — Boy Scout Day (marks chartering of org in 1910) . . . 140th anniv (1819) b of John Ruskin, English author. . . 110 yrs ago (1849) the Pope was shorn of temporal power by Roman Nat'l Assembly. Altho Pius IX was soon ret'd to power by for'gn armies, this action foreshadowed eventual separation of church and state. . . 25th anniv (1934) founding of U S Export-Import Bank at Washington, D C. . . 10 yrs ago (1949) an Air Force jet bomber flew across the U S in 3 hrs 46 min's, estab a new record for transcontinental flight.

Feb 9 — 160th anniv (1799) our undeclared war against France. **U S S Constellation**, under Capt Thos Truxton, defeated French man-of-war *L'Insurgente*. It was the 1st fight of the post-Revolutionary U S Navy, occasioned by French seizure of American ships.

Feb 10 — Shrove Tuesday (Mardi-Gras). . . 115th anniv (1844) b of Alexander Hermann, American magician.

Feb 11 — Ash Wednesday. . . 70th anniv (1889) estab of U S Dep't of Agriculture. Pres Grover Cleveland named Norman J Colman, of Mo, 1st Sec'y.

Feb 12 — Abraham Lincoln's Birthday (this yr marks 150th anniv). . . 150th anniv (1809) b of Chas Rob't Darwin, British biologist who evolved theory of evolution; author *Origin of Species*. . . 50 yrs ago (1909) 1st memorial postage stamp placed on sale. . . 35th anniv (1924) 1st public performance of Geo Gershwin's *Rhapsody in Blue*, with the composer at the piano. Occasion was a concert at Aeolian Hall, N Y C, with Paul Whiteman conducting.

Feb 13 — 35th anniv (1924) founding, in N Y C, of American Society of Composers, Authors and Publishers (ASCAP) to protect copyrighted creative efforts against illegal exploitation.

Feb 14 — St Valentine's Day. . . 160 yrs ago (1799) the use of printed ballots in an election was authorized in Pa; 100 yrs later (1899) the use of voting machines was approved for fed'l elections. . . 140th anniv (1819) b of Christopher Latham Sholes, American inventor of the typewriter. ("He revolutionized the writing habits of mankind.") . . . 30th anniv (1929) St Valentine's Day massacre in which 7 gangsters were machine-gunned to death in a Chicago garage. A memorable and bloody incident in the Capone-O'Banion gang wars.

Quote

LIFE—Living—29

Just as it is foolish for a novice to go into an art gallery without a guide or catalogue; just as it is silly to start into strange country without a roadmap; just as it would be foolish—perhaps even fatal—to test the medicines in a drugstore without the guidance of a druggist or doctor; so it is folly, even tragedy, to handle the precious substance of life, these few short yrs that are given us, without securing the best guidance available. This aid is what our religious institutions exist to give.—Dr RALPH W SOCKMAN, "Lasting Things to Live With," *Christian Herald*, 1-59.

" "

If you have a philosophy that life must be kind to you, you are licked before you start. Don't waste your strength in being outraged because life is difficult for you. Assume that life naturally is difficult; will never be easier. Accept the inevitable and live vigorously.—*R & R Mag*, hm, Ins Research & Review Service.

LOVE—30

The only big difference in the game of love over the last few thousand yrs is that they've changed trumps from clubs to diamonds.—*Indianapolis Star*.

MAN—31

Man is that irrational creature who is always looking for a home atmosphere in a hotel and hotel service around the house. — *Capper's Wkly.*

Quote

MARRIED LIFE—32

Happiness in marriage may depend upon whether the parties consider a wedding ring a symbol of love and affection or a place for staging fights. — *Nuggets*, hm, Barnes-Ross Co.

" "

"How do you meet expenses?"

"My wife introduces them to me."—*Wall St Jnl.*

MEMORY—33

As an ancient philosopher said, when a house is dismantled, the bldg still exists—in the minds of the people who knew it.—Editorial, "A Great Conf and a Great Challenge," *Public Relations Jnl*, 12-'58.

MIND—34

The human brain is like a freight car—guaranteed to have a certain capacity, but often running empty.—*Sunshine Mag.*

MIND—Power—35

Ultimate human power is not in our possessions, but in our minds.—ARTHUR W FOSHAY, "Education: Some Present Needs for Future Excellence," *Educational Leadership*, 12-'58.

MODERN AGE—36

The up-to-date house has wall-to-wall carpeting, wall-to-wall windows, and back-to-the-wall financing.—*Changing Times*.

" "

The next shopping convenience probably will be a crane for getting patrons in and out of their low-slung cars. — *Cincinnati Enquirer*.



Tempo of the Times

It has become rather the custom to scoff at Russia's succession of "5-yr plans" which now have been promulgated for a generation. On the whole they have been grandiose boasts which failed to come to fruition. Nevertheless it must be acknowledged that Russia has been moving steadily toward her goals, even tho the pace has been somewhat slower than Soviet leaders have promised. We must, therefore, accept subsequent Russian estimates as indications of eventual objectives. The datelines may be a bit too optimistic, but these pronouncements indicate the direction in which the Soviet Union purposes to move. And it must be said that the communist leaders have been anything but reticent in setting forth their aims and aspirations.

In this connection it should be noted that the 6th 5-yr plan of the Soviet Union (1955-60) has been prematurely ended, to be replaced by a new 7-yr plan, covering the period from 1959 thru 1965. The target for this period is an 80% increase in industrial production. This increase, of course, is to be effected gradually over the 7-yr period. (For capital goods the contemplated increase is 88%; for consumer goods, 62%).

Commenting on these objectives, Soviet Premier Nikita S Khrushchev has promised that 7 yrs hence the soviet countries will acc't for more than half of the world's industrial production. He added that the Soviet Union alone "will sur-

pass the U S production of industrial key items quantitatively and come close to America's present-day level for other items."

The key to the Premier's boast may be found in the revealing phrase "America's present-day level." Clearly it is the Soviet assumption that while Russia is making her sensational industrial gains, U S production will remain relatively static. However, we are becoming increasingly cognizant that a state of economic war exists between this country and the Soviet Union. "In the light of Russia's pronouncements," says Henry Kearns, Ass't Sec'y of Commerce for Internat'l Affairs, "we must change our concept of world trade. We must no longer look at it as a bonus which is pleasant to have. We must view it as a vital part of our economy."

To those who look at Russia's present low standard of living and deride the prospect of the Soviet Union as a serious competitor in world trade, it should be pointed out that a communist country can always deprive its own citizens of needed wares in order to glut a for'gn mkt.

Quote

NATURE—37

Nature and mankind have always been uneasy partners, I think. Floods, hurricanes, storms, tidal waves, and drought affect us. But the birds, with their fragile bodies and pin-delicate legs, manage very well in the worst of storms. I heard of a chickadee that tried to crack a frozen sunflower seed, and discovered she couldn't manage it; so she tucked it under her wing and waited. Presently she tried again, and the thawed seed split nicely.—GLADYS TABER, "Butternut Wisdom," *Everywoman's Family Circle*, 1-'59.

PRAYER—38

There is a sign in a Perryville, Ky., church that seems just right for the purpose. It says: "Our auditorium is prayer-conditioned." —*Townsend Nat'l Wkly.*

Prayer is like the turning on of an electric switch. It does not create the current, it simply provides a channel thru which the electric current may flow. — MAX HANDEL, *Rosicrucian Fellowship Mag.*

PROGRESS—39

Too often what we tend to regard as progress is, alas, nothing more than the courage of our confusions.—ASHLEY MONTAGU, *Education and Human Relations* (Grove Press).

RELIGION—40

It is hard to recover a religion for ourselves, once it is lost. The historian, Arnold Toynbee, has a sharp picture of this truth. He

wrote, "Remember, religion, once lost, can never be whistled for, like a dog, to come back obediently, at man's convenience." All the more important to keep our religious faith active and present and alive.—HALFORD E LUCCOCK, *Christian Herald*.

SAFETY—Safe Driving—41

The automobile is only one of the 3 principal elements involved in traffic accidents. The others are the highway and the driver. Progress in automotive safety has made a big contribution to reduction in the traffic accident rate, but it is unrealistic to pin major hope for greater traffic safety on vehicle improvements—just as it is grossly inaccurate to charge the vehicle with major responsibility for today's accident toll. Major gains will come only from a sound, balanced program that directs adequate attention to improvement of drivers and roads as well as of automobiles.—CHAS A CHAYNE, vice pres in charge of Engineering, Gen'l Motors Corp'n, in *The Annals of the American Academy of Political & Social Science*.

SERVICE—42

Might be an idea for some good American cafe to hang up a good American sign, reading: "We reserve the right to give service to anyone."—W JENE MILLER.

SPEECH—43

Laughter, it has been said, "is more than a defense mechanism, a means of adjusting to circumstances, a safety-valve against tyranny—it is an agency in creative enterprise." So what's wrong with being funny? Isn't it preferable to be kept awake by a deft (tho pos-

Quote

sibly undignified) bit of humor than to be put to sleep by unrelied (the dignified) seriousness? —*Jos Stocker*, "What's Wrong with Being Funny?" *Kiwanis Mag.*

SUCCESS—44

It seems to me that talent must come first. With talent, other obstacles can be brushed aside. Next comes integrity, and after that come health and energy, and then personality. To try to acquire these by a short cut (10 easy lessons) is a waste of time and money.—*Wm Feather Mag.*

" "

If you have learned to deal successfully and effectively with other people, you have made a big step toward success. — *Megiddo Message.*

TEACHERS—Teaching—45

A good teacher is someone who can understand those not good at explaining and explain it to those not very good at understanding.—*Wisconsin Jnl of Education.*

TIME & SPACE—46

One can visualize the time when some eminent teacher will say—not, "Go West, young man," but "Go out, young man."—*GEO RHODES, Missiles & Rockets.*

UNDERSTANDING—Lack Of—47

Two boys from different schools were discussing their progress in English. Their conversation went something like this:

"We're having the indicative mood and the ablative absolute now. Ever do them?"

"Sure. We also had the subterranean conjectives."

"That's nothing. We had the double genitive and the hysterical present."

"I'll bet you never had the passionate auxiliary."

"Sure did! We even had the spilled infinitive."

Suddenly a third boy, who was standing nearby, quietly spoke up. "At our school we have the extended recess. Ever have that?"—Scouting.

" "

USURY—48

A man went into a pawnbroker's shop and asked for a loan. The proprietor offered to make the loan but would charge 9 per cent interest. The customer objected to such a high rate.

"Nine per cent," said he, "is usurious; it is neither a right nor lawful rate. Don't you know the Lord looks down on such questionable transactions as this?"

"Very well, my friend," said the proprietor, "but when the Lord looks down on a 9 it looks like a 6." — *Illustrated Wkly of India, Bombay.*

VIEWPOINT—49

A woman wrote to a psychologist who gave advice thru a syndicated newspaper col. Her problem, she explained, was this: She was a widow with a 10-yr-old boy and she had married a widower with an 11-yr-old boy. Outlining her discipline problem with the boys, she said her own son was still "emotionally disturbed" over his father's death, but her husband's son was "just plain mean."—*Pleasures of Publishing, Columbia Univ Press.*

Quote

GOOD STORIES you can use...



The visiting American and his English friend were driving thru London when the latter mentioned that his windscreens needed cleaning. "Windshield," the American corrected him.

"Well, over here we call it a windscreens."

"Then you're wrong," argued the American. "After all, we Americans invented the automobile, and we call this a windshield."

"That's all very well, old boy," snapped the Englishman, "but who invented the language?"—*Illustrated Wkly of India*, Bombay.

" "

"I remember," said the old parishioner to me, "the day I saw my first cigarette. I was no bigger than a button at the time but I'm not likely to forget it. At that time not a soul in the four townlands (in Ulster, Ireland) had ever set eyes on a cigarette, but one day down a stranger from London come to do business with my grandpa, and when they were in the way of talking what does the visitor do but pull out a little case from his pocket and offer him one of those new contraptions. Well, Grandpa was never a man to be taken at a short. Without halt or hesitation he took the cigarette, put it in his mouth — and swallowed it." — W R RODGERS, "Who Goes There — Friend or Foe?" *Vogue*, 1-'59.

b

Quote

I Laughed At This One

THOS P RAMIREZ

From Heidelberg, Germany, comes this story of bureaucrat-ic gobbledegook vanquished.

Seems that the good professors of the Physiology Dep't at Heidelberg University needed a mirror for their washroom. Request for same was denied because a mirror was classified as a "non-scientific object."

But the professors got their mirror anyway. How? In the next requisition they used technical-scientific terminology. Their request? One human reflector.

" "

The judge glared down at the defendant. "Do you mean to say you plead guilty to stealing a coat," he demanded, "and then have the gall to ask me to reduce your fine?"

"Well, your honor," explained the culprit, "it cost me 2 bucks to have the sleeves shortened." — E E KENYON, *American Wkly*.

c

" "

On St Valentine's day an 8-yr-old coed at a parochial school rec'd a beautiful heart-shaped box of chocolates from her current boy friend. On the enclosed card was the tender inscription: "To Helen —with all my allowance." — *Catholic Digest*.

d

.....*Quote*-able QUIPS

A Conservative Republican is one who doesn't believe that anything should be tried for the 1st time. A Liberal Republican is one who does believe that something should be tried for the 1st time—but not now.
—MORT SAHL.

" "

The maid had just answered the door bell. "It was 2 ladies," the girl explained to her mistress, "and I said that you were not at home."

"And what did they say?" asked the lady of the house.

"One said to the other, 'Well, Friday's not such an unlucky day, after all.'—*Wooden Barrel*, hm, Assoc'd Cooperage Industries of America.

" "

Late one evening at a recent convention in Las Vegas, the night-club doorman assisted 4 happy delegates into a taxi and told the driver: "This one goes to the Thunderbird, these 2 go to the Sahara, and the one with the hiccups goes to the El Rancho."

In a few min's the taxi was back. Beckoning to the doorman, the driver asked: "Would you mind sorting these fellows out again? I hit a bump."—*American Eagle*, hm, American Forest Products Corp.—g

" "

Getting a breath of air on the bow of a ferryboat bound for Weehawken, a friend heard a young father explaining to his son how the engineer of the ferryboat knows in what direction his vessel is headed. "He comes up from the engine room," the father said, "and sees which way the cars are pointed."—*Christian Observer*. h

If you can fool some of the people all of the time, and all of the people some of the time, don't try to push your luck.—PAUL CARRUTH.

" "

These times, a full day's work means one with time enough for a second breakfast, lunch and a couple of coffee breaks.—VESTA M KELLY.

" "

Watching television doesn't make a kid want to be a big shot—just a good one.—MAURICE SEITTER.

" "

Men talk a lot about keeping in shape. Women are more concerned with keeping shape in. — S OMAR BARKER.

" "

When men give a girl the second look, she's first class.—JULES HENRY MARR.

" "

This may be the push-button age, but don't push your wife too hard to sew one on your shirt!—ADRIAN ANDERSON.

" "

When children are naughty and not reprimanded, it's apparent—sometimes two parents.—EDNA MAY BUSH.

" "

An old-timer is one who remembers when parents cut switches instead of rugs.—BERT KRUSE.

" "

The trouble with trying to put an old head on young shoulders is that you're apt to get slapped.—FRANKLIN P JONES.

Quote

light armour

Richard Armour



Walled In

A spokesman for the wallpaper industry says that posies on the wallpaper are driving men from home, and advocates letting husbands pick their own.—News item.

Wallpaper comes in many kinds:
It maybe sickens, maybe blinds,
It maybe even, with its flowers,
Gives men some really awful hours,
And scenes that women think are
fun

Make husbands grab their hats
and run.

So let the man choose what is
male,

Like hunting dogs or ships that
sail

Or horses running neck and neck
Or swords or guns or, what the
heck,

Repeated over, row on row,
Bardot, Bardot, Bardot, Bardot.

Then husbands will stay home, no
doubt,

You couldn't even drag them out,
And not watch TV shows at all,
But stare all evening at the wall,
Yes, stay at home and never stray,
Although their minds are far away.

Quote

A "self-made" business man was in serious trouble and called up his lawyer. "It's a dirty trick," he screamed into the phone, "a dirty trick."

"Calm down, calm down," said the lawyer, "and tell me what's the trouble."

"That girl's husband has made a terrible mistake," screamed the man. "He's named me as correspondent in a divorce case and I can't even write!" — *Atlas News*, hm, *Atlas Auto Finance Co.* i

" "

The little farm girl was visiting relatives in the city and getting her first happy test of television.

"You'll like tonight on TV," said her cousin, excitedly. "Especially the Dinah Shore show."

Later, as her aunt tucked the little visitor into bed, she seemed vaguely disappointed.

"What's the matter, Kathy?" asked the woman. "Didn't you like the show?"

"Well, sure, I guess so," ans'red the youngster, "but why do they call it the Dinosaur show when there isn't a single dinosaur in it?" — *United Mine Workers Jnl.* j

" "

It seems a pretty young nursing student and her doctor fiance had just broken their engagement . . . nurse was telling her girl friend about it.

"Do you mean to say," exclaimed her friend, wide-eyed, "he actually asked you to give back all his presents?"

"Not only that," sniffed the young Florence Nightingale, "he just sent me a bill for 36 visits!" — *United Mine Workers Jnl.* k



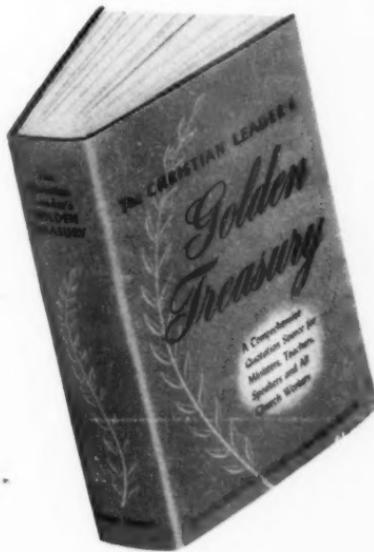
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MATTER CLASS SECOND

T H McNARY, weapon system mgr, Boeing Aircraft Co, proposing that private enterprise get into the space travel business: "The return for investment would be a share in any profits realized. It would be a much better risk than Queen Isabella took when she financed Columbus. She didn't even know America was there. We know the planets are there. . . It would be the biggest financial venture in the history of mankind, and in this case we are not limited by the skies."

1-Q-t

Edited by Alice Jacobs

We hope you don't have to leave your car outside in winter weather, but if you do, here's something to ease the pain. *Thermo Auto-Matic Starter Co*, Detroit, is mkt'g a device to insure a quick start in a warm car regardless of the temperature. The unit—4 by 4 by 2% in's—is installed anywhere under the auto hood and is hooked up to the ignition system. Let a mechanic do this—it will take him about an hr. A timer on the unit is set to start the engine and turn on the heater and defroster any time from 15

min's to 14 hrs later. When the engine reaches 75 degrees, it shuts off; but if the temperature drops below 50 degrees, the automatic cycle starts up again. The unit has a safety feature that stops the engine if the carbon-monoxide level becomes dangerous; nevertheless, *it is not recommended for use in a closed garage*. Another switch shuts off the motor if a thief (without the proper key) tries to put the car into gear. \$36.50; should be readily available at auto supply stores or thru your dealer.

